

IA 1506.01A US
USSN: 09/295.856

PATENT
Art Unit 2125

In the Specification

Please replace the paragraph beginning at page 24, lines 16-23, with the following rewritten paragraph:

--Case 1: ActiveX control is designed using C++ and embedded in HTML page (using standard OBJECT definition in HTML). When the web page is loaded, so is the ActiveX control. Upon a grant of permission by a consumer, the ActiveX control accesses the DVD-ROM drive, obtains BCA data, and any other pertinent information. The ActiveX control then "posts" this information to the web server using HTTP or FTP POST methods. The web server automatically reads and parses the POST information, and acts upon this information (for example, by sending the consumer to a unique Uniform Resource Locator (URL), that is only accessible if the correct DVD with the correct BCA is in the DVD-ROM drive).--

In the Claims:

The following is a complete set of claims as amended with this response, which amends Claims 21, 31, 32, 38, 41, and 42; and adds new Claims 45 and 46.

Sub F1

21. (Twice Amended) A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

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24. The method of claim 21, further comprising performing a table lookup to determine one or more authorized titles.

25. The method of claim 21, further comprising writing a transaction to a database memorializing processing.

31. (Amended) The method of claim 21 wherein the electronic storage medium comprises a Burst Cut Area.

32. (Amended) The method of claim 31, wherein the step of determining an appropriate advertising, is also a function of a digital code in the Burst Cut Area.

37. The method recited in claim 21, wherein said appropriate advertisement comprises at least one Uniform Resource Locator.

38. (Amended) A system for transmitting advertising, comprising:

- (a) means for receiving a tracking identifier that identifies an electronic storage medium that is accessed by a computer; and
- (b) means for determining, as a function of the tracking identifier received, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the computer.

39. A system recited in claim 38 further comprising means for performing a table lookup to determine one or more authorized titles.

40. A system recited in claim 38 further comprising means for writing a transaction to a database memorializing processing.

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41. (Amended) A system recited in claim 38, wherein the electronic storage medium comprises a Burst Cut Area.

E2
cont'd

42. (Amended) A system recited in claim 41, wherein the means for determining an appropriate advertisement is also a function of a digital code in the Burst Cut Area.

43. A system recited in claim 38, wherein said appropriate advertisement comprises at least one Uniform Resource Locator.

44. A system recited in claim 38, wherein said receiving means comprises a server computer.

E3

45. (New) A system recited in claim 38, further comprising means for transmitting the appropriate advertisement to the computer.

46. (New) A system recited in claim 38, wherein said means for transmitting comprises the internet.

REMARKS

Reconsideration is respectfully requested in view of the above amendments and the following remarks. New Claims 45 and 46 have been added. Therefore, the pending claims in the application are 21, 24, 25, 31, 32, and 37-46.

1. Objections to Claims

The Examiner objected to Claims 37 and 43 because these claims recite the limitation "Universal Resource Locator", and the specification does not define that acronym. The Examiner recommended that the Applicant provide the definition of URL in the specification to provide proper support of the claim language.